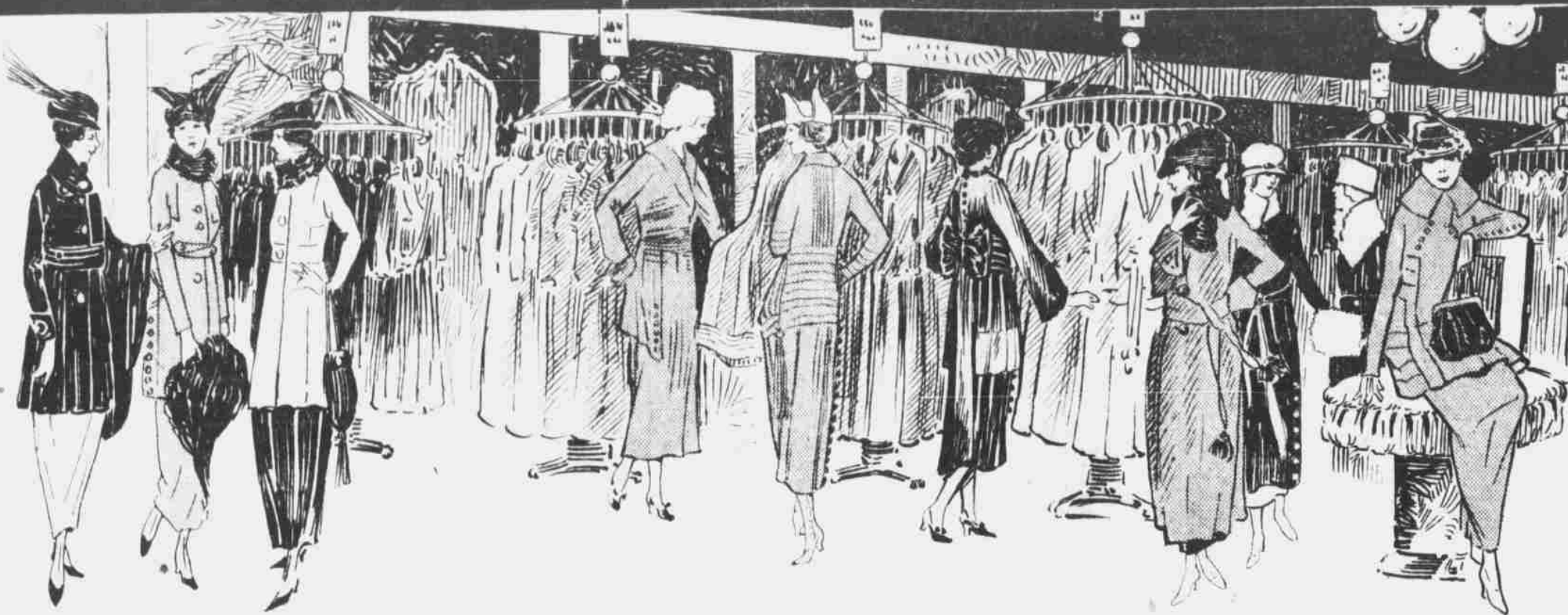


# \$100,000<sup>00</sup> Worth of Womens, Girls and Misses' Garments



## NOVEMBER GARMENT

SHOP  
HAT  
BRY'S



**The Girls' and Misses' Specialty Shop**  
Offers Savings You Can't Afford to Miss  
In Authentic Styles for Young Folks

### Coats, Suits and Dresses



#### CHIC COATS FOR GIRLS

Fashioned of such fashionable, warm, soft coatings as all-wool Kerseys, Mixtures, Plushes, Corduroys, Novelty Woolens and Velvets, in becoming girlish models, some self-trimmed, others richly trimmed in fur, plush and kerami, and attractively lined. Unusual values at

**\$12.50**

#### LITTLE TOTS' WARM COATS

The little folks, too, have their needs, for pretty, warm coats are provided for—rich Salt's Silk Plush, Wool Chinchillas, Bolivias and Corduroys, in numerous quaint models, nicely lined and warmly interlined; 2 to 6 sizes; special at

**\$5.95**

#### GIRLS' STUNNING SERGE, VELVET AND SILK DRESSES

**\$5.95** All Sizes From **\$7.95** Season's Most Effective **\$10**  
6 to 16 Years **\$10.00** Styles for Young Folks

Hundreds of strikingly youthful models from designers of stunning frocks for the younger generation—finely fashioned of all-wool French and Storm Serges, Taffetas, rich Satins, the very smart new Velvets, and clever Serge and Silk combinations in bright, girlish plaids, as well as the most fashionable new solid colors; 6 to 16-year sizes, in three big groups of unusual charm, at \$5.95, \$7.95 and \$10.00.

#### Dainty Fashioned Misses' Frocks

Serge—Jersey—Velvet—Silk

Individuality and distinctiveness characterize this group of handsome Velvet, Jersey, Serge and Satin Frocks for the miss particular, fringed, braided, sashed and button-trimmed in the most fetching new ways. Special in this event at

**\$14.95**

#### Misses' Smart Coat Styles

All-Wool Kersey—Silvertone—Velours

Handsome Coats to wear over them, too—elegantly tailored of fine all-wool Kerseys, soft, warm Silvertones and Velours, in brown, green, open, rose, navy, etc., in effective youthful models with nobby belts and pockets and attractive linings. Unusual at

**\$19.95**

#### Girls' All-Wool

Winter Coats **\$2.98**  
\$3.98 and \$4.95 Values

Good-looking girlish models, splendidly made of warm all-wool coatings, nicely lined and interlined for added comfort; black, navy, brown and green; sizes 2 to 14; special at

**\$2.98**

#### Girls' All-Wool

Dresses **\$1.98**  
Worth Up to \$3.98

Warm, all-wool Serge Dresses, nicely made in several jaunty, becoming models for girls 2 to 14 years; navy, open, green, brown, red and tan; especially adapted for school wear, at

**\$1.98**

#### Misses' Serge and Silk

Dresses **\$4.95**  
Values Up to \$10

Pretty, girlish styles in Misses' Serge and Silk Dresses—becoming youthful styles, well made and effectively trimmed, in black, navy, brown, green, open and rose. Special at

**\$4.95**

## Snug Winter Coats for Wee Tots

Fifth Floor

#### Long or Short Coats

Pretty little white Baby Coats, carefully made of Bedford cords, in long or short styles with warm flannelette linings and nicely finished; very special values at

**\$1.98**

#### Long Cashmere White Walking

Coats **\$3.88** Coats **\$4.98**

Pretty little long white Cashmere Coats of selected quality materials and made by a woman maker who specializes in correctness of detail; satin lined; special values at

**\$3.88**

Creamy white Serge, Cashmere and novelty White Walking Coats, in quaint empire or box-plate effects, full or half belted; all new styles; a few slightly soiled; special choice.

**\$4.98**

#### Babies' Colored Coats

Cunning, babyish styles in colored coats for toddlers 2 to 5 years of age—boucles, corduroys and wool mixtures in open, navy, brown and black; a wonderful assortment at

**\$2.98**

#### Baby Boys' Coats

**\$4.98**

Boysish-looking Coats of warm chinchillas mixed coatings in full and half belted box coat models—tailored like "dad's"—2 to 4-year sizes only, and special at

**\$4.98**

#### Baby Girls' Coats

**\$4.98**

Baby-girlish styles for the tiny miss of 2 to 4 years—finely made of good, warm coatings of dark fabrics in rich blues, browns, etc. Mothers will like the styles and savings at.

**\$4.98**



Novelty Coats in Military Effects—Exclusive Designs—Modestly Priced

#### Women's and Misses'

Coats **\$14.95**

Values to \$21.50

Comfortable-looking coats—fashioned in a number of jaunty models of soft, warm Pom-poms, Velours, Kerseys and Plushes, in a good selection of colors and sizes; special at

**\$14.95**

Third Floor.

**Bry's**  
MEMPHIS, TENN.

## The Supreme Selling In Women's, Misses' and Girls'

## Beginning Friday Morning With the

The Magnitude As Well As Its Importance Cannot Be Fully Realized Until You Have Seen It  
bled for This Occasion Made Do

Everyone knows that the past month has been unfavorable in practically all mercantile lines, due to a regrettable condition—the prevalent epidemic, as well as unseasonable weather. Makers of women's outer apparel were especially hard hit. Being compelled to operate in order to retain their organization, naturally their stocks accumulated until they became burdensome.

# 1250 COATS 1262



In This November Garment Sale  
Featuring Extraordinary

Style and Value  
Giving, at. **\$29.75**

Values Range to \$45

Our buyer told us about this wonderful collection of fine coats when he got back, and now that they have arrived—well, you can see for yourself that his claims were not one whit exaggerated—all the most popular of the fashionable new models, in the wanted materials, such as

Fine, soft Silvertones, rich Broadcloths, soft, warm Velours and Crystal Cloths, and rich Silk Plushes, most of them handsomely

trimmed in fur—graceful loose models and chic belted styles—and the tailoring is most careful in every detail—the linings, too, are especially attractive. All the correct colors and sizes for women and misses. They **\$29.75** set a new standard for value-giving at



#### Women's and Misses'

Coatees **\$19.95**

Worth Up to \$45

Those fashionable Coatees that everyone is wanting—beautifully made of rich-looking fur fabrics and handsomely lined with broadcloth silks—they're especially attractive and wonderfully becoming and warm. Special in this sale at

**\$19.95**

Third Floor.

## Two Other Attractive COAT GROUPS

Velour, Kersey, Wool Coatings

**\$24.95**

Values to \$35  
Smart New Models

Velour, Kersey, Wool Coatings

**\$35.00**

Values to \$50  
Variety of Styles

## EXTRA SPECIAL! SUITS \$17.50

Good-looking suits, splendidly tailored of good grade poplins, gaberdines and men's wear serges in the season's most popular models; navy, black and taupe, in sizes for women and misses; very special at

**\$17.50**

## TWENTY-FIVE EXCLUSIVE

**\$100, \$125, \$150, \$175**

Handsome exclusive suits, elegantly tailored, of able furs—and richly lined. Highest quality there are only 25 of them, and just one of a